men who have been cheaply sneering at the plough-
ing have a try themselves.[53*]

Still, it took another year to reconcile farmers to this innovation. But at last the really efficient performance of women on the land, of which the Launceston demonstration gave a sample, slowly won them acceptance and recognition by the farmers.

With a view to our big food production drive, we determined to make a more considerable use of this source of land labour, and in January, *Women's* ^ Board f Agriculture set up *Branch* HT ? T> i i* i • TVT f *set up* [a] Women s Branch, which in March was transferred to the Food Production Department. It set to work to organise women's labour for the farms. This was divided into two classes—casual or part-time work by women in the villages, who could not leave their homes but could help with farm work ; and the recruitment of a Land Army of girls and women who would give full-time service and go wherever they were sent.

Of the first type of labour there had always been a fair volume employed. The 1911 Census showed 70,000 women engaged in agriculture. But by means of women's County Committees a greatly increased number were drawn into service, and in 1918 the returns indicated that some 230,000 village women and girls were working on the land in England and Wales.

The recruiting of the Land Army was begun early

in 1917 by the National Service Ministry, and then worked jointly by the Ministry of Labour and the Food Production Department. The terms offered at the outset by the Government to recruits included a month's free training at one of the 600 training

* Middleton, " Food Production in War," p. 143.